

IN THE CLAIMS

1. - 11. (Cancelled)

12. (Currently Amended) A media display system for displaying printed media, comprising:

 a body member forming a downwardly facing, ~~semi-circular~~cylindrical recess along a width of the body member so as to receive a lateral restraint of a ski-lift chair; and

 at least one frame member that mounts over a top surface of the body member, the at least one frame member forming a viewable region;

 the at least one frame member and the body member configured for holding the printed media between the at least one frame member and the body member.

13. (Currently Amended) System of claim 12, comprising screws that screw upwardly, through holes formed by the body member, into the at least one frame member.

14. (Previously Presented) System of claim 12, the at least one frame member including a central frame member, a left frame member and a right frame member.

15. (Previously Presented) System of claim 14, the central frame member forming a width that is about one half of the width of the body member.

16. (Currently Amended) System of claim 14, each of the left and right frame members (a) forming each being held in place by two screws and two hooks that couple with the body member, and (b) being held in place by two screws that screw upwardly, through holes formed by the body member, into the respective frame member.

17. (Previously Presented) System of claim 14, the left and right frame members each forming a downwardly facing, semi-circular recess to accommodate the lateral restraint.

18. (Currently Amended) System of claim 12, the at least one frame member comprising downwardly projecting tabs, each tab comprising a latch tab, the body member comprising openings into which the latch tabs snap into place.

19. (Currently Amended) System of claim 12, the body member and the at least one frame member forming (a) a leading edge that faces forwardly with respect to the ski-lift chair, and (b) right and left sides, the leading edge being swept rearwardly along a width of the leading edge from a center of the leading edge towards the left and right sides.

20. (Currently Amended) System of claim 19, the top surface being convex along a direction from the leading edge to a rear edge formed by the body member and the at least one frame member.

21. (Currently Amended) System of claim 12, the body member and the at least one frame member, when integrated together, having a width, a thickness and a length, the thickness being less than one-half of the length.

22. (Previously Presented) System of claim 21, the thickness being less than one-third of the length.

23. (Previously Presented) System of claim 21, the width being at least six times the length.

24. (Currently Amended) System of claim 12, the body member forming molded recesses for securing screws that screw upwardly into the molded recesses, to facilitate attaching the system to the lateral restraint.

25. (Currently Amended) A media display system for a ski-lift chair, comprising:

- a lateral restraint of [[a]]the ski-lift chair;
- a body member forming a downwardly facing, semi-circularcylindrical recess along a width of the body member, the recess receiving the lateral restraint therein;
- at least one frame member that mounts over a top surface of the body member;
- and
- printed media held between the at least one frame member and the body member.

26. (Previously Presented) System of claim 25, the printed media being protected by a clear plastic film that is at least several mils in thickness.

27. (Previously Presented) System of claim 25, the printed media comprising imagery that is reverse printed on a bottom side of a clear plastic film.

28. (Currently Amended) System of claim 25, the at least one frame member comprising downwardly projecting tabs, the printed media forming corresponding holes for the tabs.

29. (Previously Presented) System of claim 25, the at least one frame member including a central frame member, a left frame member and a right frame member.

30. (Currently Amended) System of claim 25, the body member forming a plurality of molded recesses for securing screws, and screws that screw upwardly into the molded recesses, to facilitate attaching the body member to the lateral restraint.

31. (Previously Presented) System of claim 30, further comprising (a) at least one loop member having a top flange and a bottom flange that project tangentially from a circle formed by the loop member, the top flange and the bottom flange forming aligned holes such that the loop member encircles the lateral restraint, and (b) a screw passing through the aligned holes into one of the molded recesses.

32. (Previously Presented) System of claim 30, further comprising a plurality of loop members, each of the loop members having a top flange and a bottom flange that project tangentially from a circle formed by said each loop member, the top flange and the bottom flange forming aligned holes such that said each loop member encircles the lateral restraint, wherein a screw passing through the aligned holes of each loop member attaches to one of the molded recesses.

33. (Previously Presented) System of claim 30, further comprising:
a plurality of loop members, each of the loop members having a top flange and a bottom flange that project tangentially from a circle formed by said each loop member, the top flange and the bottom flange forming aligned holes such that said each loop member encircles the lateral restraint,

the body member forming at least one pair of twin holes,

a forward hole of each pair corresponding to each molded recess,
a rearward hole of each pair being situated rearward from the semi-circular
recess,
wherein a screw for each of the loop members may attach to either of the twin
holes.